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NEWS

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Lithia Motors drives change through energy efficiency *A culture of sustainability lowers costs and enhances the environment*

MEDFORD, Ore — May 29, 2012 — Oregon's Lithia Motors Inc, the ninth largest auto dealer in the U.S., recently installed energy-efficient lighting projects at six dealerships in Medford and Klamath Falls — receiving cash incentives of \$89,790 from Energy Trust of Oregon in return.

Like many local businesses, Lithia Motors keeps a close watch on its bottom line and looks to energy-saving projects as a way to operate more efficiently and maintain its edge in a competitive industry. This Oregon auto dealer has also built upon the foundation of these energy-efficiency projects to emerge as a leader in embracing sustainability as part of its corporate culture.

Since 2004, Lithia Motors has saved nearly 1.5 million kilowatt hours of electricity through dozens of lighting projects at dealerships throughout Oregon. Energy Trust has provided more than \$265,000 in cash incentives toward the cost of these energy-efficiency improvements.

Right now, the company is building a new 70,000-square-foot headquarters in Medford that is expected to earn Leadership in Energy and Environmental Design®, LEED, Silver certification. Lithia is investing in renewable energy with a solar array on the roof of the new headquarters building and actively participates in energy awareness events to highlight the latest in energy-efficient vehicle technologies.

“We’ve gone through quite a transition over the last several years,” said Mark DeBoer, vice president of real estate, Lithia. “We’re heavy consumers of energy thanks to long business hours and the need for extensive parking lot lighting well into the evening. We appreciate the financial savings gained from investing in energy solutions, but we’re equally motivated by the impact we’re making in our communities and in the environment.”

Lighting improves the customer experience

At its dealerships, Lithia's biggest use of power is in parking lot display lights. According to DeBoer, the company has been working to upgrade to more efficient lighting at its lots in Oregon and across the country. Its recent cash incentives resulted from projects in Medford at Nissan, Honda, Toyota and BMW dealerships and Lithia Body and Paint, as well as Lithia Ford in Klamath Falls. These projects alone are expected to save 271,295 kWh, which equals about \$20,890 in utility costs.

DeBoer says both staff and customers see a difference in the improved lighting. “There is an obvious change in lighting quality,” said DeBoer. “We see the effect on our power bill and our customers and sales staff see it in an improved car buying experience.”

Building a showcase for energy efficiency

Scheduled for completion in July 2012, Lithia’s new four-story headquarters building is at the epicenter of a revitalization project in downtown Medford. It will also be a showpiece for energy efficiency and a visual representation of the company’s commitment to sustainability. Lithia’s 300 corporate employees will consolidate from 10 to 12 scattered site locations into one.

The building will feature several new building system technologies to reduce energy consumption, including:

- A heating, ventilation and air conditioning system that is up to 30 percent more efficient than conventional HVAC systems by recycling and reusing energy to heat and cool parts of the building.
- A dedicated outdoor-air system that relies on outdoor air to ventilate the building. Up to 70 percent of the heat from the exhaust air stream can be recovered and used to preheat the outdoor air coming back into the building.
- A 70-kilowatt solar array to be installed on the building’s rooftop that is expected to produce up to 8 percent of the building’s power.

In addition, Lithia Motors supported the celebration of Shady Cove’s Earth Advantage Platinum Showcase home by contributing a display of electric and fuel-efficient cars for the duration of the 10-day tour event.

“We’re in the car business but we know you don’t have to burn gas like you used to,” explained DeBoer. “We can share our love of cars and promote a sustainable lifestyle at the same time.”

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and tapping renewable resources. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas save more than \$1 billion on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. Learn more at www.energytrust.org or call 1-866-368-7878.

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